

WhiteRhino[®]
EST. 1986

Creative
Agency

DESIGN • BRANDING • ADVERTISING • WEBSITES • SOCIAL

Rewiring of family business, sets up the next 40 years



Kerfoot is a leading Tier 2 electrical contracting business with over 40 years of experience in the industry. As a family business proud of its heritage, their outdated identity and use of the 'electrics', no longer reflected the proposition, growth and innovation embedded into the company. When Kerfoot moved to bigger and better premises, they used the opportunity to rebrand the organisation in line with these objectives..

"Strength. Growth. History." was the foundation tagline developed for our rebranding campaign, that along with the iconic 'K' brandmark and subsequent identity rollout, set the scene for the next exciting era for the Kerfoot family empire.

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|----------|---------------------|
| CLIENT | KERFOOT |
| INDUSTRY | ELECTRICAL INDUSTRY |
| BRIEF | REBRANDING PROGRAM |



Kerfoot specialise in Commercial Electrical Installations, Service and Maintenance for a broad range of clients in the private and public sectors. [More Info](#)

ELECTRICAL SERVICES - Sydney, NSW



KEY OUTCOME

GOV'T WINS

RECENT KEY CONTRACT WINS IN GOVERNMENT SECTOR
HELP TAKE ORGANISATION TO NEXT TIER